
From: Robinson, Yvette J.
Sent: Thursday, August 12, 1999 1:24 PM
To: 'kpresern@emi-chicago.com'; 'kkane@emi-chicago.com'
Cc: Nayar, Sarosh; Gable, Dominique; Berner, Vicki A.
Subject: Topline Analysis

Kristen/Kara:

As discussed, I am requesting EMI to provide me with a topline analysis/evaluation for markets where the redemption totals drop dramatically.

As an example: Boston (even though market is completed) Number of redemptions forms collected 6/16 is 37, 7/1 is 42, 7/6 is 19. Is this due to artist, location of venue? What?

I will need this information by 3:45pm today, 8/12 for a meeting at 4:00pm.

Additionally, approximately 2 weeks ago, we discussed and approved the Additional monies for the GMM's to "paper the market" with flyers. I requested EMI to provide me with a schedule (how many merchandisers, time, venues, day of week, etc.) from the GMM's in all markets to place flyers in venues across all markets. I am requesting that all the GMM's provide a schedule prior to the week they will paper the market. EMI did provide PM with the instructions/plan of action on disseminating the flyers.

Thanks.

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